

## Electronic Patent Application Fee Transmittal

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|---|---|
| <b>Application Number:</b>                  | 10043698  |
| <b>Filing Date:</b>                         | 09-Jan-2002   |
| <b>Title of Invention:</b>                  | System and method for behavioral model clustering in television usage, targeted advertising via model clustering, and preference programming based on behavioral model clusters |
| <b>First Named Inventor/Applicant Name:</b> | Isaac Bentolila   |
| <b>Filer:</b>                               | Joel M. Fogelson  |
| <b>Attorney Docket Number:</b>              | MET2.PAU.02   |

Filed as Large Entity

### Utility under 35 USC 111(a) Filing Fees

| Description                              | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
|--|----------|----------|--------|----------------------|
| <b>Basic Filing:</b>                     |          |          |        |                      |
| <b>Pages:</b>                            |          |          |        |                      |
| <b>Claims:</b>                           |          |          |        |                      |
| <b>Miscellaneous-Filing:</b>             |          |          |        |                      |
| <b>Petition:</b>                         |          |          |        |                      |
| <b>Patent-Appeals-and-Interference:</b>  |          |          |        |                      |
| <b>Post-Allowance-and-Post-Issuance:</b> |          |          |        |                      |
| <b>Extension-of-Time:</b>                |          |          |        |                      |
| Extension - 2 months with \$0 paid       | 1252     | 1        | 490    | 490                  |

| Description              | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
|--------------------------|----------|----------|--------|----------------------|
| <b>Miscellaneous:</b>    |          |          |        |                      |
| <b>Total in USD (\$)</b> |          |          |        | <b>490</b>           |